

Lettuce and Luck

Crazy scare going on with E. Coli on the Romaine Lettuce. We noticed this article in Consumer reports and decided to share it. We love the lettuce and we've been washing our greens but they say it won't protect us against E.coli.

A food poisoning outbreak has been linked to romaine lettuce, and the best advice is to avoid it altogether

Update: On Apr. 16, 2018, Consumer Reports advised against eating romaine lettuce again after an E. coli outbreak sickened 35 people across the U.S.

Update: On Jan. 25, 2018, U.S. food safety and health officials declared an end to the E. coli outbreak linked to leafy greens. In light of this development, Consumer Reports is no longer recommending that consumers avoid romaine lettuce. For more information, read our update.

An E. coli outbreak has sickened nearly 60 people and caused two deaths in the U.S. and Canada, and Consumer Reports advises that for the time being, you should steer clear of any romaine lettuce—the likely culprit.

What if you already have some romaine in the fridge? Can't you just rinse the lettuce well to remove the bacteria?

In a word, no. According to James Rogers, Ph.D., director of Food Safety and Research at Consumer Reports, if E. coli (or any other type of bacteria that can cause [food poisoning](#)) is present in your produce, washing it won't remove all of those organisms. And it doesn't take much bacteria to make you sick.

"It is very difficult to remove bacteria from leafy greens," he says. "Bacteria have the ability to adhere to the surface of the leaves, and to get stuck in microscopic crevices." E. coli bacteria can even find their way into the interior of your produce.

Continued on page 2, Lettuce & Luck

INSIDE THIS ISSUE

2. Lettuce & Luck; Smart \$ Index!
3. Noteworthy News; Italians Mangia – on debt
4. \$ Quiz; Golden Date! Industry Misleading Names
5. Inspirational Quotes; Kids Korner

Old Man & A Bucket of Shrimp

This is a wonderful story and it is true. It happened every Friday evening, almost without fail, when the sun resembled a giant orange and was starting to dip into the blue ocean. Old Ed came strolling along the beach to his favorite pier. Clutched in his bony hand was a bucket of shrimp. Ed walks out to the end of the pier, where it seems he almost has the world to himself. The glow of the sun is a golden bronze now. Everybody's gone, except for a few joggers on the beach. Standing out on the end of the pier, Ed is alone with his thoughts...and his bucket of shrimp.

Before long, however, he is no longer alone. Up in the sky a thousand white dots come screeching and squawking, winging their way toward that lanky frame standing there on the end of the pier. Before long, dozens of seagulls have enveloped him, their wings fluttering and flapping wildly. Ed stands there tossing shrimp to the hungry birds. As he does, if you listen closely, you can hear him say with a smile, 'Thank you. Thank you.' In a few short minutes the bucket is empty.

But Ed doesn't leave. He stands there lost in thought, as though transported to another time and place.

When he finally turns around and begins to walk back toward the beach, a few of the birds hop along the pier with him until he gets to the stairs, and then they, too, fly away and old Ed quietly makes his way down to the end of the beach and on home.

If you were sitting there on the pier with your fishing line in the water, Ed might seem like 'a funny old duck,' as my dad used to say. Or, to onlookers, he's just another old codger, lost in his own weird world, feeding the seagulls with a bucket full of shrimp.

To the onlooker, rituals can look either very strange or very empty. They can seem altogether unimportantmaybe even a lot of nonsense. Old folks often do strange things, at least in the eyes of Boomers and Busters. Most of them would probably write Old Ed off, down there in Florida ... That's too bad. They'd do well to know him better. His full name: Eddie Rickenbacker. He was a famous hero in World War I, and then he was in WWII. On one of his flying missions across the Pacific, he and his seven-member crew went down. Miraculously, all of the men survived, crawled out of their plane, and climbed into a life raft.

Continued on page 3, Shrimp!

Washing lettuce in water (or water combined with baking soda) may help remove pesticide residue, surface dirt and debris from produce, but Rogers cautions that washing has not been proven an effective way to remove E. coli and related bacteria. And if you're thinking that buying organic romaine will keep you safe, think again: According to Charlotte Valleys, senior policy analyst at Consumer Reports, there is little evidence that organic produce is less vulnerable to E. coli outbreaks than conventional produce.

To build your salad, choose other types of lettuce, such as arugula or baby kale. Or you can opt for cooked greens, suggests Rogers. The heat kills E. coli and other types of bacteria that can make you sick. Even greens that are typically consumed raw, such as romaine lettuce, can be cooked. E. coli is destroyed at about 160°F, but, unlike with meat, it's tough to take the temperature of leafy greens. "If you cook the greens until they are fully wilted, they're likely to have been heated enough to be safe," Rogers says.

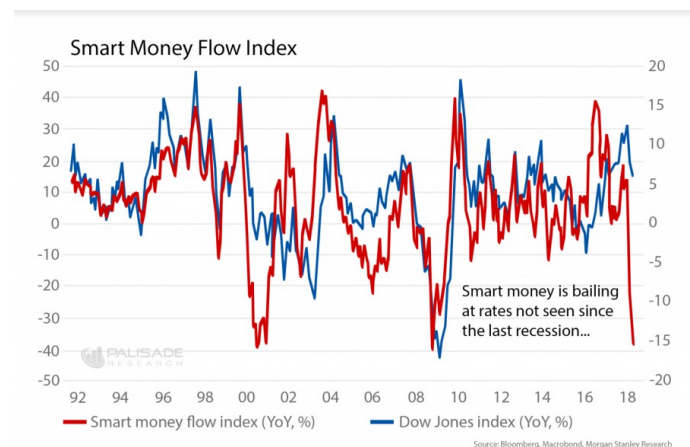
"Avoid Romaine Lettuce for Now, Consumer Reports Says" for details on how this salad green is likely the cause of recent cases of E. coli food poisoning.

Spotting E. coli Symptoms: If you're concerned because you've recently eaten raw romaine (the staple lettuce in a classic Caesar salad), be aware that E. coli symptoms generally pop up within 24 to 48 hours of eating contaminated food, according to Marvin Lipman, M.D., Consumer Reports' chief medical adviser. "However, you should continue to watch for symptoms for up to 10 days," he says, "as there can sometimes be a significant lag between consumption and illness." The strain of E. coli in this new outbreak is classified as O157:H7, a type that produces a toxin that can cause serious illness. Symptoms include severe (often bloody) diarrhea, abdominal pain, and vomiting. Fever is not typically associated with this strain. About 5 to 10 percent of people infected with E. coli O157:H7 may develop hemolytic uremic syndrome, a serious condition which affects the blood vessels and can lead to kidney failure and death. If you're exhibiting these symptoms, Lipman says it can be hard to determine whether it's actually food poisoning or a stomach virus. If you are experiencing bloody diarrhea, severe vomiting, or if diarrhea lasts longer than 3 days, contact your doctor. In addition, if you've eaten romaine lettuce and you get sick, seeing a doctor may help track down the specific source of this E. coli outbreak. Doctors and hospitals often report suspected cases of food poisoning to local health officials. But it can still be a good idea to contact health authorities yourself if you suspect romaine lettuce or any other food has made you sick.

And if you suspect you've contracted some form of food poisoning, Lipman's advice is to drink plenty of water, or perhaps some fruit juice or chicken broth to replenish your electrolytes. "Staying hydrated is one of the most important ways to avoid complications from [food poisoning](#)," he says.

We should all be using this index, but unfortunately the media never talks about it so I of course will. This index looks at who is buying and selling stocks at various points of the day. The smart money is what is happening at the last hour of trade in the day. The last hour is when most institutions, us included, tend to do our buying and selling because the emotion of the day is worn off and the decisions are factually based. The notion of taking emotion away from financial decision making is priceless. William O'Neil writes in one of stock market books one of the most successful portfolio managers he ever had was a woman who showed up for work every day at 11:00 am. Many of her peers asked why he stood for that behavior as many of them showed up for work at 6:00 am and they all left at the same time. He said because she was the best performing manager of the firm. Many others asked her why she did it and the response was to "avoid the noise and emotion" that the market opening and morning news streams bring. Brilliant!

So what does it look like the average guy is doing and what the institutions are doing in markets? Here is a graphic from our friends at Palisade Research! ☺



What this is telling us is that the institutions are ahead of the individuals. Notice how the red line, the smart money line, tends to move in the exact same pattern as blue line, the DOW, yet it's advanced by a few months. This tells us that the "big boys" are getting into stocks when the average guy is selling them and that when the average guy is buying stocks the institutions are selling their stocks to him/her. This is powerful and note the massive divergence in these two indicators, we haven't seen this type of difference since 1999. This era feels a lot like 1999 to me as well. Note the 1999 era on the red line and how it collapsed while the general market was still high. We're seeing the exact same thing today. It's just a matter of time folks, we've seen countless indicators showing the same thing now for some time. We're seeing fewer and fewer stocks hold this market up, the "big stocks" are so important to markets today if the top 5 stocks were not in the indexes they'd be negative on a multiple year rolling basis.

Noteworthy News!!!

- Congratulations to the Fleming family on their move to sunny North Carolina! ☺
- Our condolences to the Fodor/Marfyak families on the passing of Shirley, a wonderful woman, mother, grandmother, wife, and person.
- Congratulations to Elaine D'Autorio on her new job with Athena Health Care Systems!

Question & Answer

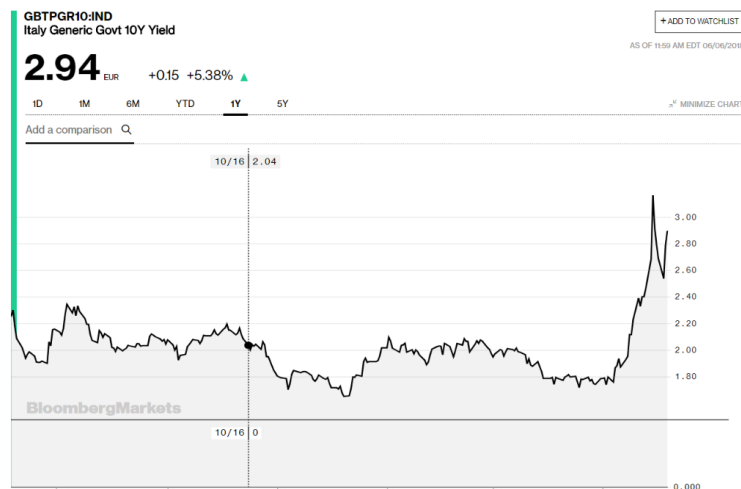
Ask any financial question you have and we'll address it here.

Q: What is all of the news about Italy and their financial chaos?

Answer:

I was recently at an industry event full of financial advisors and I was the only one in the room who knew that the Italian bonds were falling off a cliff. I'm a lot more of a gearhead than most in my business and I like to dig into the markets whereas most of my peers prefer to have someone else do the portfolio management and they just focus on the relationships. Both approaches are fine, I tend to see things coming a lot earlier than most and my ability to see things a long way off is uncanny, but my ability to see the short term is cloudy at best.

The Italians have been doing a horrible job financially and the markets have finally woken up to this fact by hammering their bonds. The Germans have called them "moochers" as they are not cleaning up their balance sheets as they said they would years ago. Recent elections in Italy have pushed power to the conservative side of the equation and now talk of breaking out of the Eurozone are popular with the new government. Just like with Britain a few years ago, the Italians are not happy with the government planning their lives or the mass influx of immigrants who do not want to conform to the Italian way. Here is a picture of the Italian bond yields, when yields go up price goes down, markets have awoken, risk is finally being considered.



Shrimp! (cont'd from page 1)

Captain Rickenbacker and his crew floated for days on the rough waters of the Pacific. They fought the sun. They fought sharks. Most of all, they fought hunger and thirst. By the eighth day their rations ran out. No food. No water. They were hundreds of miles from land and no one knew where they were or even if they were alive. Every day across America millions wondered and prayed that Eddie Rickenbacker might somehow be found alive.

The men adrift needed a miracle. That afternoon they had a simple devotional service and prayed for a miracle. They tried to nap. Eddie leaned back and pulled his military cap over his nose. Time dragged on. All he could hear was the slap of the waves against the raft...suddenly Eddie felt something land on the top of his cap. It was a seagull! Old Ed would later describe how he sat perfectly still, planning his next move. With a flash of his hand and a squawk from the gull, he managed to grab it and wring its neck. He tore the feathers off, and he and his starving crew made a meal of it - a very slight meal for eight men. Then they used the intestines for bait. With it, they caught fish, which gave them food and more bait...and the cycle continued. With that simple survival technique, they were able to endure the rigors of the sea until they were found and rescued after 24 days at sea.

Eddie Rickenbacker lived many years beyond that ordeal, but he never forgot the sacrifice of that first life-saving seagull... And he never stopped saying, 'Thank you.' That's why almost every Friday night he would walk to the end of the pier with a bucket full of shrimp and a heart full of gratitude.

Eddie Rickenbacker was the founder of Eastern Airlines. Before WWI he was race car driver. In WWI he was a pilot and became America's first ace. In WWII he was an instructor and military adviser, and he flew missions with the combat pilots.

Eddie Rickenbacker is a true American hero. And now you know another story about the trials and sacrifices that brave men have endured for your freedom.



Money Quiz



This month's challenge is on jobs, what percentage of American jobs do not require any formal education – not even a high school diploma? Last month's quiz was won by Karen Perez, Purdue University announced on 4/12/18 that it will keep in state tuition flat, the 8th year in a row. To top this one, La Salle University cut tuition from 40k to 28k this year! Hat's off to a very smart move. Winner goes to Ruby Tuesday on us! 05/14/18:5

ETF's Out of Line

We're big fans of ETF's as are most of the industry but we're beginning to see some things in the ETF world that are bothersome. These great tools trade intraday like stocks and allow investors access to broad markets, specific sectors, countries, and a host of other tactics. We have a problem when the name of the ETF and stated objective don't match and we're starting to see a lot of that lately. It's not just in the ETF sector either, we're seeing in the mutual fund sector as well.

Let's talk about what is going on under the covers of a lot of investment "products" today. When markets are hot like they are today people tend to push towards whatever is doing the best, which is performance chasing and dangerous, but they do it anyway.

We've peeled away the veil in a few meetings we've had here this month when new clients came in and we took a peek at what they were holding. Upon the discovery of this news, big surprises in risk taking that shouldn't be happening was happening all over town.

- A consumer staple ETF holding the world's largest electric car manufacturer, which happens to have no earnings and is burning through money rapidly. Not quite razors or food.
- A health and biotech fund that is holding the world's largest tech company.
- A mid cap stock fund with the main holding as the world's largest Energy Company, clearly not Mid cap!
- Small and mid-cap funds holding that same world's largest tech company.
- A tech fund holding the largest bank in America
- Balanced mutual funds holding 75% stocks, and those stocks with massive overlap in the most expensive stocks in our era from a valuation perspective.

Be very careful folks, my industry isn't calling a spade a spade and if you're not careful it'll cost you.

Open Position @ CFA

If you know anyone who is looking for a front office position please think about contacting us. The person we're looking for is someone who has great people skills, is highly organized, and detail-orientated. They must be proficient with computers, Microsoft Office & CRM. We know there are plenty of great people locally who are looking for a job and it's just a matter of making the fit. We're looking for another person with high moral character to join our team! ☺

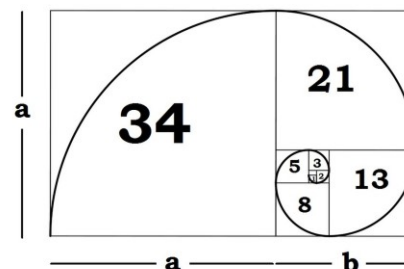
Golden Date!

In a few weeks 6/1/18 will be a very unique date to all of the geeks out there. The golden ratio is a special number found by dividing a line into two parts so that the longer part divided by the smaller part is also equal to the whole length divided by the longer part. It is often symbolized using phi, after the 21st letter of the Greek alphabet. In an equation form, it looks like this:

$$a/b = (a+b)/a = 1.6180339887498948420 \text{ (6/1/18 and .618 is the connection)}$$

Sorry to put in dork formula's, it's just how it works. As with Phi the digits go on and on but what the ratio does is describe how nature works. The number has been discovered and rediscovered many times, which is why it is referred to as the "golden ratio."

This phenomenon was first discovered by Leonardo Fibonacci around 1200 where the sequence was unraveled from the original ratio. The sequence ties directly to the golden ratio because if you take any two successive Fibonacci numbers, their ratio is the golden ratio. As the numbers go higher, the ratio just keeps getting closer decimal wise. As we look at nature these ratios show up just about everywhere from where tree branches come off the base to where flower petals grow to pinecone spirals to snail shell construction to where the facial features are places on us. Nature has a way of doing beautiful things that can ultimately be explained with math. Here are a few pictures of the golden ratio for those who love visuals:



Inspirational Quotes

- Continuous effort, not strength or intelligence, is the key to unlocking our potential, Sir Winston Churchill
- Love asks me no questions and gives me endless support, William Shakespeare
- The weak can never forgive. Forgiveness is an attribute of the strong, Gandhi
- Without a struggle, there can be no progress, Frederik Douglas
- To see what is right, and not to do it, is want of courage or of principle. Confucius
- Life is like an onion, you peel it one layer at a time, and sometime you weep, Carl Sandberg
- Mountaintops inspire leaders, but valleys mature them, Winston Churchill



We can piece the puzzle together and make your money work for you!

Our kids have such bad lives today they don't appreciate what we've provided for them. We get this too with the girls and at 16 & 17 they're testing boundaries. We've just had a run in with the older one where she thought our home was the worst place in the world and she just needed to be outside of the home at all hours.

This is a type A kid who has always been on top of her game who just this year has found her social self. At 17, she's justifiably testing her boundaries and pushing back, on everything. When I was 17 I literally thought I knew everything, more than my teachers, my parents, coaches, any adult on the planet and I didn't need them they were just in my way. Payback they say, well you know what they say! ☺

Fast forward to today and the kid who had the next 20 years of her life planned out couldn't keep her room clean or feed the cats and was for the first time in her life not truthful with us. The bad life she thought she had led to her wanting to leave and always be away.

I offered to make her a sandwich if she'd like to move out. A move my father played on me all of the time when I was a 17 year old smarta\$\$\$. I hated it but it was so incredibly effective I now use it. I guess we do turn into our parents! ☺

The hammer comes down like it never had before and we were all over her. Her rope went from 8 miles long to about a foot. Anything she did wrong we were all over her and she couldn't understand why. She didn't know we knew she was lying. Once this came out of the water it was a bad few hour conversation but then it sank in and she admitted to the stupidity that 17 brings and we're now back on track and all looks good.

If anyone you love or care about would benefit from receiving our newsletter, tell us who they are and they will be included on our mailing list. They'll certainly appreciate you thinking about them and having their best interests at heart!

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